## **CLAIMS**

## What is claimed is:

1. A method for providing a user with Web-based information associated with program content viewable on a television, said method comprising the steps of:

- a) receiving said program content;
- b) receiving a data stream comprising a set of Uniform Resource

  Locators (URLs) identifying Web sites associated with said program content;

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c) selecting from said data stream one or more URLs of particular interest to a user;

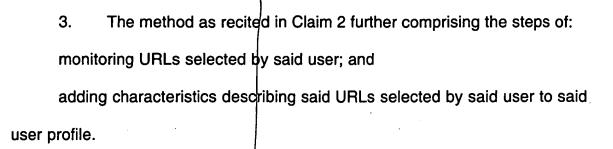
wherein said program content is displayed on said television and Webbased information identified by said one or more URLs is optionally displayed on a device other than said television.

- 2. The method as recited in Claim 1 wherein said step c) comprises the steps of:
- c1) comparing characteristics describing each of said URLs with a user profile comprising user-specified characteristics; and
  - c2) identifying a subset of URLs satisfying said user-specified characteristics.

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4. The method as recited in Claim 1 wherein said data stream comprising said set of URLs is embedded in said program content.

- 5. The method as recited in Claim 1 wherein said data stream

  comprising said set of URLs is received from a remote device via the Internet.
  - 6. The method as recited in Claim 1 further comprising the step of:
  - d) receiving a command for performing a function from a remote device via the Internet.

7. The method as recited in Claim 1 wherein said Web-based information comprises Web pages corresponding to said subset of URLs.

- 8. In a device communicatively coupled to the Internet, a method for providing a user with Web-based information associated with program content viewable on a television, said method comprising the steps of:
  - a) receiving information identifying program content being received at a television that is communicatively coupled to the Internet;

- b) identifying a set of Uniform Resource Locators (URLs) for Web sites associated with said program content; and
- c) communicating one or more of said URLs to a second device that is communicatively coupled to the Internet;
- wherein said program content is displayed on said television and Webbased information associated with said set of URLs is optionally displayed on a device other than said television.
- 9. The method as recited in Claim 8 wherein said step b) further comprises the step of:
  - b1) selecting from said set of URLs a subset of URLs of particular interest to a user.
- 10. The method as recited in Claim 9 wherein said step b1) comprises the steps of:

comparing characteristics describing each of said URLs with a user profile comprising user-specified characteristics; and identifying a subset of URLs satisfying said user-specified characteristics.

20 11. The method as recited in Claim 10 further comprising the steps of:
monitoring URLs selected by said user; and
adding characteristics describing said URLs selected by said user to said
user profile.

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12. The method as recited in Claim 8 wherein said step a) comprises the step of:

receiving information identifying a channel associated with said program 5 content.

- 13. The method as recited in Claim 8 wherein said second device is a set top box communicatively coupled to said television, wherein said URLs received by said second device are communicated to said device other than said television.
- 14. The method as recited in Claim 8 wherein said second device is a computer system having a display screen, wherein said Web-based information is optionally displayed on said display screen.
- 15. A method for providing Web-based information associated with program content viewable on said television, said method comprising the steps of:
- a) receiving a set of Uniform Resource Locators (URLs) identifying Web
   sites associated with said program content;
  - b) selecting one or more URLs of particular interest to a user;
  - c) receiving Web-based information identified by said one or more URLs;

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- d) displaying said Web-based information; wherein said program content is separately displayed on said television.
- 16. The method as recited in Claim 15 wherein said step b) comprises 5 the steps of:
  - b1) comparing characteristics describing each of said URLs with a user profile comprising user-specified characteristics; and
  - b2) identifying a subset of URLs satisfying said user-specified characteristics.
  - 17. The method as recited in Claim 16 further comprising the steps of: monitoring URLs selected by said user; and adding characteristics describing said URLs selected by said user to said user profile.
  - 18. The method as recited in Claim 15 wherein said set of URLs is received from said television, wherein said set of URLs are provided to said television in a data stream embedded in said program content.
- 20 19. The method as recited in Claim 15 wherein said set of URLs is received from a remote device via the Internet.

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- 20. The method as recited in Claim 15 further comprising the step of:
- e) receiving a command for performing a function from a remote device via the Internet.
- 21. The method as recited in Claim 15 wherein said Web-based information comprises Web pages corresponding to said one or more URLs.
- 22. The method as recited in Claim 15 wherein said television is communicatively coupled with a set top box.
  - 23. A set top box comprising:
  - a bus;
  - a memory unit coupled to said bus; and
- a processor coupled to said bus, said processor for executing a method for providing a user with Web-based information associated with program content viewable on a television, said method comprising the steps of:
  - a) receiving said program content;
- b) receiving a data stream comprising a set of Uniform Resource

  Locators (URLs) identifying Web sites associated with said program content;

  and
- c) selecting from said data stream one or more URLs of particular interest to a user;

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wherein said program content is displayed on said television and Webbased information identified by said one or more URLs is optionally displayed on a device other than said television.

- 24. The set top box of Claim 23 wherein said step c) of said method comprises the steps of:
  - c1) comparing characteristics describing each of said URLs with a user profile comprising user-specified characteristics; and
  - c2) identifying a subset of URLs satisfying said user-specified characteristics.
  - 25. The set top box of Claim 24 wherein said method further comprises the steps of:

monitoring URLs selected by said user; and

adding characteristics describing said URLs selected by said user to said user profile.

- 26. The set top box of Claim 23 wherein said data stream comprising said set of URLs is embedded in said program content.
- 27. The set top box of Claim 23 wherein said data stream comprising said set of URLs is received from a remote device via the Internet.

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- 28. The set top box of Claim 23 wherein said method further comprises the step of:
- d) receiving a command for performing a function from a remote device via the Internet.
- 29. The set top box of Claim 23 wherein said Web-based information comprises Web pages corresponding to said subset of URLs.
- 30. A computer-usable medium having computer-readable program code embodied therein for causing a computer system to perform the steps of:
  - a) receiving program content viewable on a television;
- b) receiving a data stream comprising a set of Uniform Resource

  Locators (URLs) identifying Web sites associated with said program content;

  and
- c) selecting from said data stream one or more URLs of particular interest to a user;

wherein said program content is displayed on said television and Webbased information identified by said one or more URLs is optionally displayed on a device other than said television.

31. The computer-usable medium of Claim 30 wherein said computer-readable program code embodied therein causes a computer system to perform the steps of:

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- c1) comparing characteristics describing each of said URLs with a user profile comprising user-specified\characteristics; and
- c2) identifying a subset of URLs satisfying said user-specified characteristics.

32. The computer-usable medium of Claim 31 wherein said computerreadable program code embodied therein causes a computer system to perform the steps of:

monitoring URLs selected by said user; and

adding characteristics describing said URLs selected by said user to said user profile.

- 33. The computer-usable medium of Claim 30 wherein said data stream comprising said set of URLs is embedded in said program content.
- 34. The computer-usable medium of Claim 30 wherein said data stream comprising said set of URLs is received from a remote device via the Internet.
- 20 35. The computer-usable medium of Claim 31 wherein said computerreadable program code embodied therein causes a computer system to perform the step of:

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- d) receiving a command for performing a function from a remote device via the Internet.
- 36. The computer-usable medium of Claim 30 wherein said Web-5 based information comprises Web pages corresponding to said subset of URLs.
  - 37. A set top box comprising:

means for receiving program content viewable on a television;

means for receiving a data stream comprising a set of Uniform Resource

10 Locators (URLs) identifying Web sites associated with said program content;

and

means for selecting from said data stream one or more URLs of particular interest to a user;

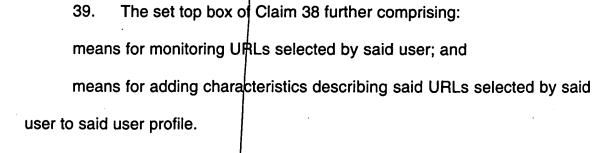
wherein said program content is displayed on said television and Webbased information identified by said one or more URLs is optionally displayed on a device other than said television.

38. The set top box of Claim 37 comprising:

means for comparing characteristics describing each of said URLs with a

20 user profile comprising user-specified characteristics; and

means for identifying a subset of URLs satisfying said user-specified characteristics.



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- 40. The set top box of Claim 37 wherein said data stream comprising said set of URLs is embedded in said program content.
- 41. The set top box of Claim 37 wherein said data stream comprising

  10 said set of URLs is received from a remote device via the Internet.
  - 42. The set top box of Claim 37 comprising:

    means for receiving a command for performing a function from a remote device via the Internet.

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43. The set top box of Claim 37 wherein said Web-based information comprises Web pages corresponding to said subset of URLs.